

The background is a solid light beige color. In the center, there are several concentric circles in a slightly darker beige tone. In the top-left and bottom-right corners, there are stylized floral motifs with multiple pointed petals in a light yellow-green color.

EFFECTIVE VOLUNTEER MANAGEMENT



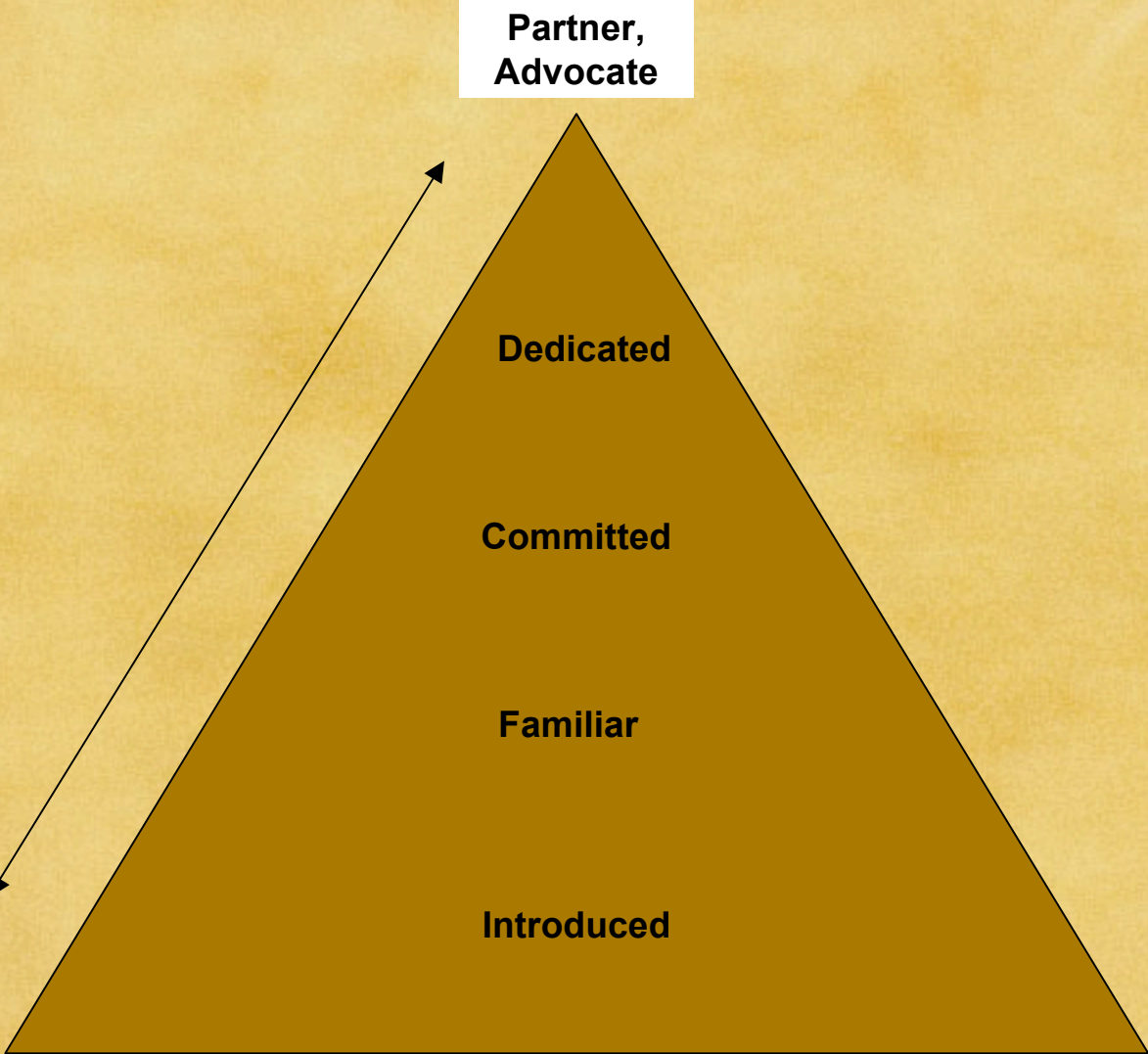
RULES OF ENGAGEMENT

Achieving the PEAK volunteer program

It's all about relationships....

How do volunteers interact with us?

- ❧ What is their first impression of the organization they are offering to support?
- ❧ The first steps of a relationship lead to getting to know one another
- ❧ Relationships, by nature, change.....



**Partner,
Advocate**

Dedicated

Committed



Familiar

Introduced



Introduced

- ❧ **They don't know you – you don't know them**
- ❧ **They find/respond to you because:**
 - ❧ **You fit their time need: i.e. Saturday**
 - ❧ **They heard a key word that resonated (“feed, “help,” “donate,” etc) but have little understanding of what that means in detail**
 - ❧ **You can probably fit their other agenda(s): service hours by a deadline, etc.**
- ❧ **They are watching your words and actions for disconnect**
- ❧ **Are willing to invest time with you as they get to know you**

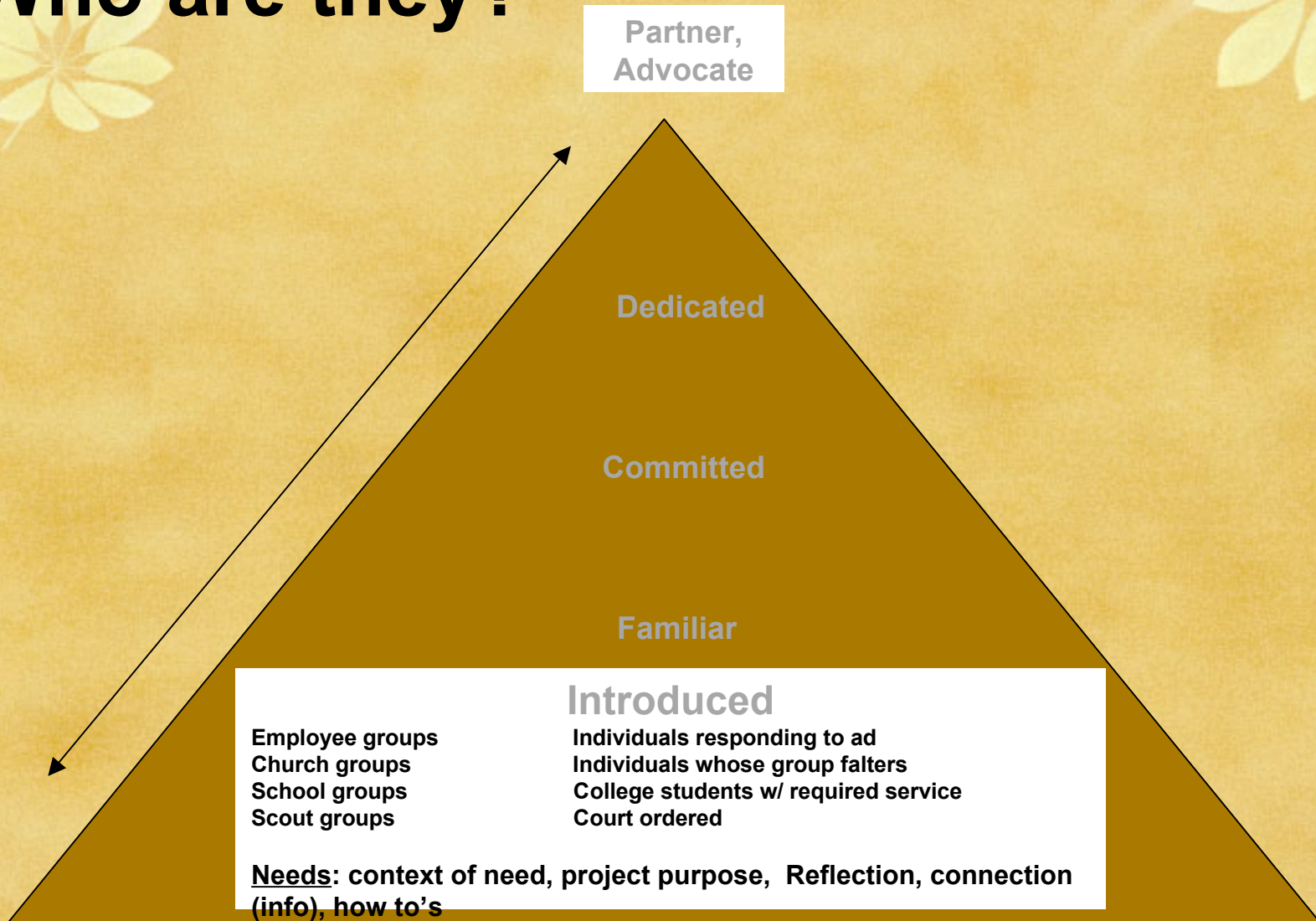


Introduced – the first step

Largest number of people and/or groups in your program

- ❧ **Most will enter through a project or other short term, limited task**
- ❧ **Have the least amount of in-depth information about what you do**
- ❧ **Usually respond to the issue: environmental protection, trail upkeep, etc.**
- ❧ **Need to feel useful at what they are doing – context, feedback, and “thanks” critical**
- ❧ **Need processes and steps preplanned and instructions clear - lots of how to's decided as most activities are action oriented**


Who are they?






Familiar

- ☞ **Have gotten to know you somewhat (corporate culture)**
- ☞ **Still fit their time needs**
- ☞ **Have understanding of what you do as they can see them: invasive species removal, donations collected, etc.**
- ☞ **Have decided you do what you say you do**
- ☞ **Are still willing to invest time with you**



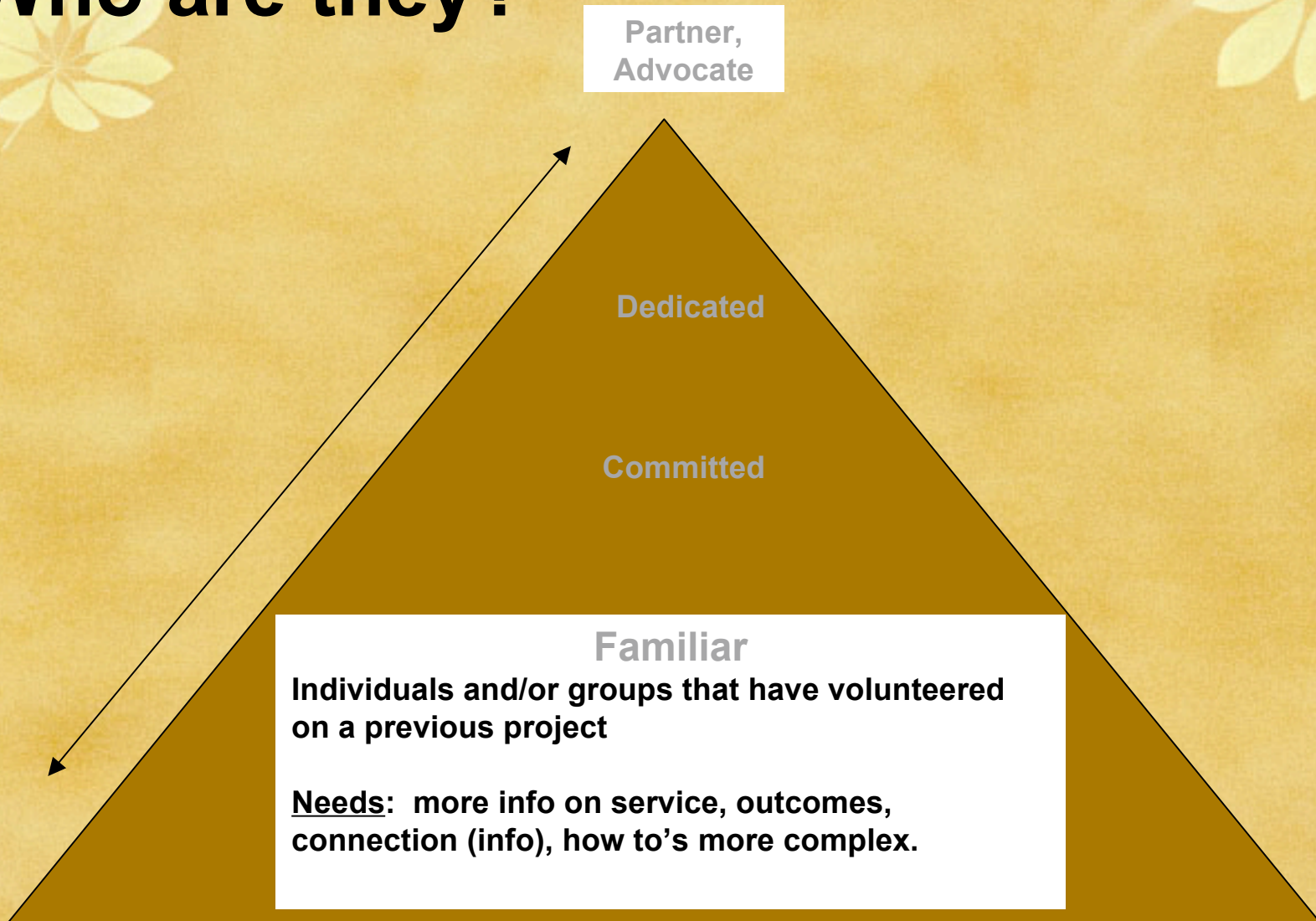
Familiar – the repeats



Second largest number of people and/or groups in your program

- ❧ **They've interacted with you before**
- ❧ **Have more knowledge of how you relate to the issue (because you informed them the first time.)**
- ❧ **Have understanding of what you do as they can see them: trail clean-up so users have a safer experience, piles of donations collected go to people in shelters, etc.**
- ❧ **Felt useful the last time they were there (or, were interested enough to give you a second chance.)**
- ❧ **Willing to work with you to give feedback on processes and help improve them**
- ❧ **Willing to help the newbies**

Who are they?





Committed (friend)



- ☞ **Understand and are comfortable with your corporate culture**
- ☞ **Still fit their time needs, but are willing to adjust slightly when needed**
- ☞ **Have understanding of what you do on a deeper level: a “picture” of why outdoor maintenance work is needed, why donations are needed and who they go to, etc.**
- ☞ **See that your words and actions are congruent and recommend you to others**
- ☞ **Are still willing to invest time with you and perhaps increase amount or quality**

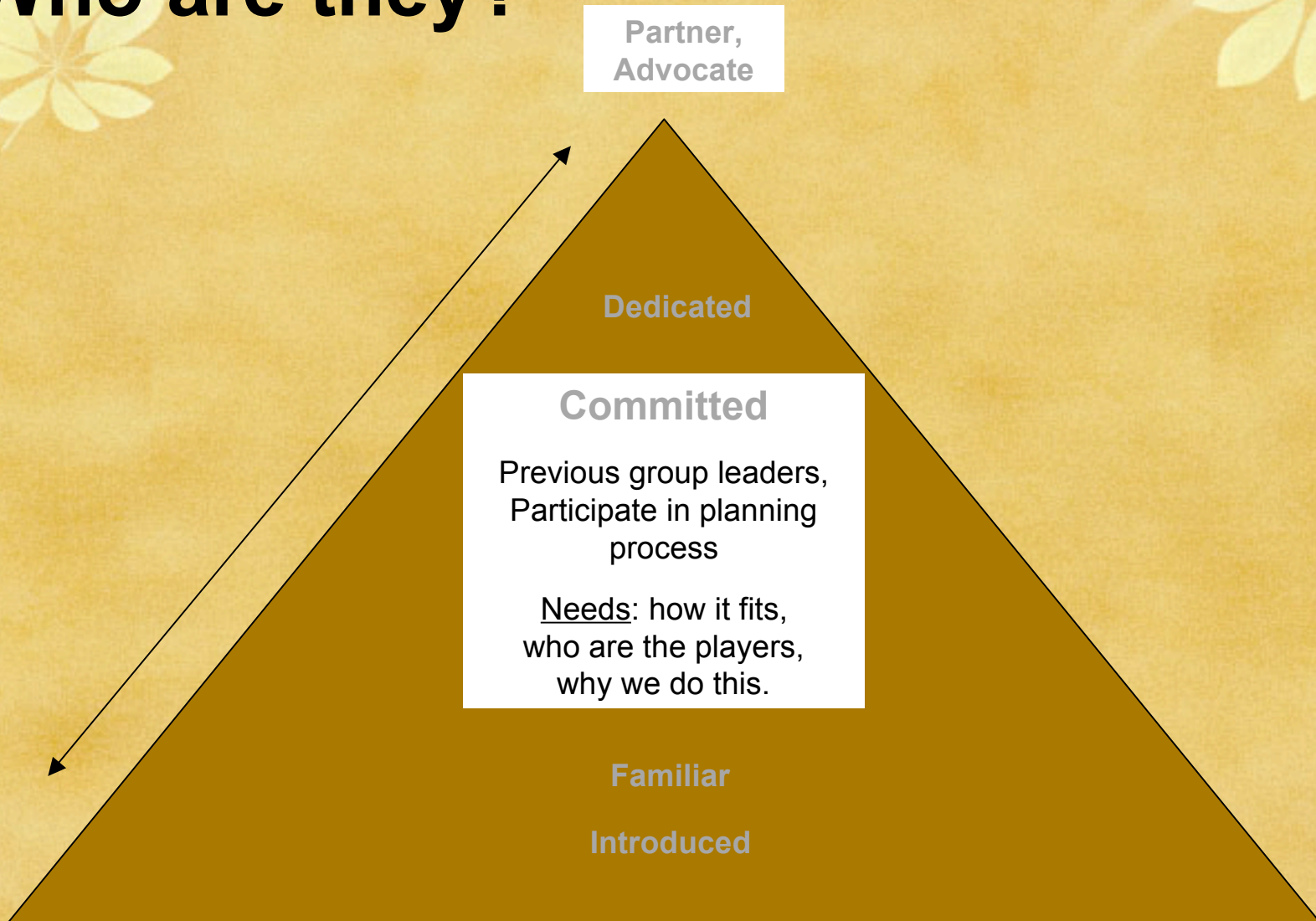


Committed: starting down the road to Leadership



- ❧ **Make your projects a priority in their time commitments – will shift a few things**
- ❧ **Have understanding of what you do on a deeper level: a “picture” of why we are pulling weeds, why we are fixing trails, why donations are needed and who they go to, etc.**
- ❧ **Know a lot about the project and are willing to head up an area/committee/etc.**
- ❧ **Recruits others to help – personal recommendation**
- ❧ **Understands how projects fit into overall services**
- ❧ **Trains others to carry out projects/assignments**

Who are they?





Dedicated



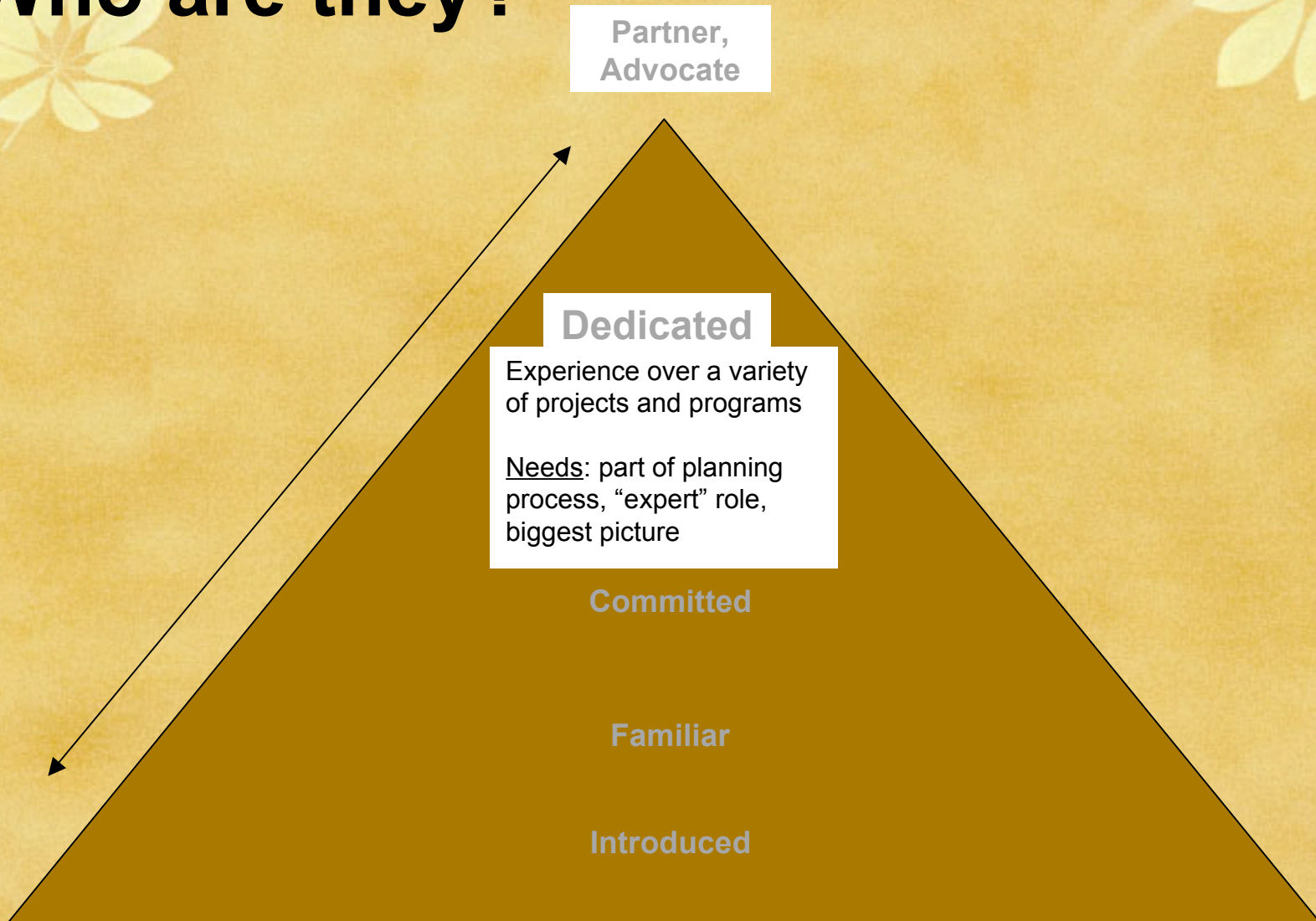
- ☞ **Are very familiar with the organization, warts and all, and are comfortable with that**
- ☞ **Will adjust other areas of life to “fit” their commitment to your organization**
- ☞ **Understand your mission, have a clear picture of who you serve, and are able to explain how the two connect to others**
- ☞ **Actively recruit others’ time, money, or other resources for your benefit**
- ☞ **Are willing to spend lots of quality time on your behalf or involved in your activities**



Dedicated: those who lead

- ❧ **Organizes the project or one large area of the project**
- ❧ **Makes the project a priority: takes time off, schedules other activities around it**
- ❧ **Can explain your mission, have a clear picture of who you serve, and are able to explain how the two connect to others**
- ❧ **Actively recruits others' time, money, or other resources for your benefit**
- ❧ **Are willing to spend lots of quality time on your behalf or involved in your activities**
- ❧ **Trains other group leaders**

Who are they?





Partner and/or Advocate



- ☞ **Will participate in political process to support your program: committee hearings, public input process, etc.**
- ☞ **Can be called upon as needed with personal or professional endorsement**
- ☞ **Can offer relevant constructive criticism or feedback for the betterment of the organization**
- ☞ **Will stand beside you when others feel it's too risky**

Who are they?

**Partner,
Advocate**

Knows organization in depth and scope, shares responsibility, visions are aligned

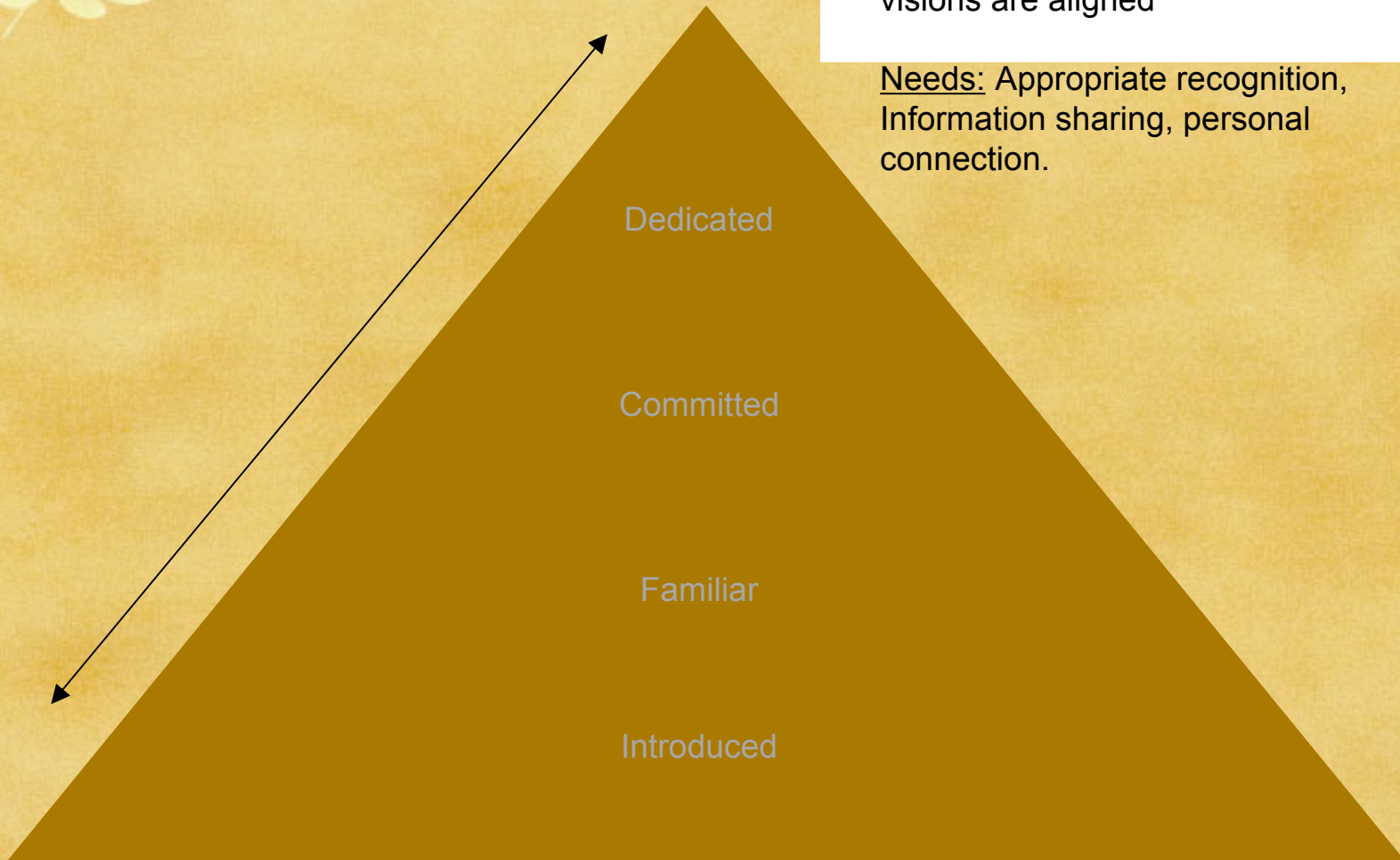
Needs: Appropriate recognition, Information sharing, personal connection.

Dedicated

Committed

Familiar

Introduced





What is our strategy?

- œ What do we want done?
- œ Who are we working with now?
- œ Where are they on the pyramid?
- œ Where do we want to go?



OTHER ISSUES



- ❧ Volunteers and the Law
- ❧ Evaluation of: Volunteers themselves, the impact of volunteer work to your programs, the Volunteer Manager
- ❧ Value of Volunteer work - how to best quantify

MEASURING THE IMPACT OF VOLUNTEERS

- ❧ Bodies and hours
- ❧ Resources upgraded, protected, etc.
- ❧ Quantity and quality of programs staffed
- ❧ Qualitative - thank you notes, etc.
- ❧ Not what the organization has saved, but what has been accomplished above and beyond current funding levels